WHAT IS CLAIMED IS:

1.   A method to register business directory listing and advertisements comprising the acts of:

(a) providing a directory of business listings and advertisements comprising a tree having editorial nodes having labels representative of business categories, said leaf level editorial nodes having SIC base business listings associated therewith, said business directory capable of storing business listings according to said business categories;

(b) accepting at least one request to store a desired business listing and/or advertisement, said request indicating at least one of said business categories for association therewith; and

(c) storing said business listings according to said business categories.

2.   The method recited in claim 1, wherein said business listings comprise data elements, said data elements indicative of various information relevant to a business.

3.   The method recited in claim 1, wherein said business directory listings and advertisements reside in a data store having a plurality of tables that define the display of said business directory listings.

4.   The method recited in claim 1, wherein said advertisements are stored according to predefined packages, said packages indicating the scope and extent for display.

5.   A computer-readable medium bearing computer-readable instructions for instructing a computer to carry out the steps recited in claim 1.

6.   A system for the registration of business directory listings and advertisements comprising:

a registration engine, said registration engine having a set of adaptable instructions to

procure and format business directory listing data in accordance to a predefined set of business categories, said business categories indicative of a editorial nodes of a data business data taxonomy tree; and

a business directory listing data store capable of storing said business directory listing

5   data according to said business categories and cooperating with said registration engine to accept, maintain, and retrieve business directory listing data for display.

7.   The system recited in claim 6, wherein said registration engine further cooperates with a computing application having a user interface to accept instructions for the manipulation and

10   display of data.

8.   The system recited in claim 7, wherein said user interface comprises a business directory listing registration interface allowing the inputting of business directory listing registration data.

15   9.   The system recited in claim 8, wherein said registration engine determines the business categories to associate to said business listings according to category preference information provided by said cooperating computing application.

10.   The system recited in claim 6, wherein said registration engine comprise a business

20   directory listing server running a listing registration computing application and connected to the Internet.

11.   An Internet-based method for the registration of business directory listings and advertisements, comprising the following acts:

25   (a) providing a Web site having a user interface (UI), wherein the UI includes dialog fields for the entry of business directory listing data in accordance to predefined categories;

(b) receiving at the Web site at least one input indicative of business listing and/or

advertisement information, said input indicating preferred category information for said business directory listing and/or advertisement in accordance with predefined categories offered by said Web site; and

(c) formatting said input by said Web site to create business listings having predefined
5   categorizations.

12.   The method recited in claim 11, wherein said Web site resides on a server computer in communication with the Internet, said server computer running a computing application to receive and process said at least one input.
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13.   The method recited in claim 11, wherein said dialog fields comprise a set of fields listing business categories for association with inputted business directory listing information.

14.   The method recited in claim 13, wherein said user interface cooperates with a business
15   directory listing data store to retrieve said business categories, said business categories indicative of editorial nodes of a business data taxonomy tree.

15.   A computer-readable medium bearing computer-readable instructions for instructing a computer to carry out the steps recited in claim 11.
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16.   A package of business listing data generated in accordance with the following acts:

(a) providing a server computer in communication with the Internet;

(b) receiving input from a user by way of the Internet, said input providing a parameter indicative of a request for the creation of business listings and advertisements for storage in a
25   business directory;

(c) retrieving selected instructions for the creation of said business listings and advertisements from a cooperating computing application wherein said instructions are selected

based upon the parameter input the user input; and

       (d) generating said package of business listing data as a function of said computer application instructions.

5   17.   The method recited in claim 16, wherein said parameter comprises preferred business categories for the categorization of the generated package of business listing data.

    18.   The method recited in claim 17, wherein said preferred business categories comprise editorial nodes of a business data taxonomy tree, said business data taxonomy tree residing on a

10   cooperating data store.

    19.   A computer-readable medium bearing computer-readable instructions for instructing a computer to carry out the steps recited in claim 16.

15   20.   A system for the registration of business listings and advertisements comprising:

       a means for providing a directory of business listings and advertisements comprising a tree having editorial nodes having labels representative of business categories, said leaf level editorial nodes having SIC base business listings associated therewith, said business directory capable of storing business listings according to said business categories;

20   a means for accepting at least one request to store a desired business listing and/or advertisement, said request indicating at least one of said business categories for association with; and

       a means for storing said business listings according to said business categories.